

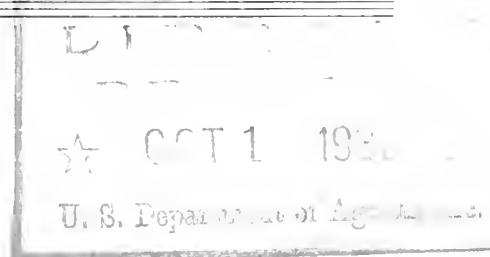
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N·O·V·E·L·T·I·E·S



Distinctively Different ~

~ for 1936 and 1937



Marigold Lemon Gem

(See Page 7 for Full Description)



Originated and Introduced

By

THE WILLIAM MACDONALD SEED CO.

Exclusive Flower Seed Growers

SANTA MARIA • CALIFORNIA

New Dwarf Giant Flowering Salpiglossis

After several years of intensive culture on this new type of Salpiglossis, we now have six fine varieties to offer the Seed Trade.

Averaging 12 to 18 inches shorter than the regular Emperor strain, the new Dwarf Giant Flowered Salpiglossis have the compact branching habit, with individual flowers half again as large.

In comparison with the Emperor type, the new Dwarf Salpiglossis are ideally suited for bedding purposes, being very floriferous and covering the entire head of the plant with blossoms.

We are really proud of these selections and predict an enthusiastic reception for the new Dwarf Strain.

SALPIGLOSSIS DWARF BLUE AND GOLD

A beautiful cornflower blue with a rich deep golden veined throat. About 35 inches high, with the compact habit and large perfectly formed flowers.

Price per oz. \$1.80; per lb. \$20.00

SALPIGLOSSIS DWARF SCARLET AND GOLD

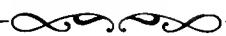
Fifteen inches shorter than its Emperor namesake and showing a bit more gold in its larger flowers. The plant is perfectly symmetrical and about 30 inches high.

Price per oz. \$1.80; per lb. \$20.00



Electro 2.80

Exclusive Flower Seed Growers



SALPIGLOSSIS DWARF BRIGHT SCARLET

A bright lustrous scarlet color, large individual flowers, and compactly formed plant 30 inches high.

Price per oz. \$1.80; per lb. \$20.00



Electro 2.60

SALPIGLOSSIS DWARF DEEP VELVETY CRIMSON

A multitude of immense deep velvety crimson blooms adorn each plant. The habit is compact and the plant is about 35 inches high.

Price per oz. \$1.80; per lb. \$20.00

SALPIGLOSSIS DWARF LILAC—RED THROAT

A new color in Salpiglossis. A light lilac outer fringe and a dark red throat, with golden veins at the base of the throat. It has large bell shaped or Gloxinia type flowers on a nicely balanced plant. Height about 35 inches.

Price per oz. \$1.80; per lb. \$20.00

SALPIGLOSSIS DWARF DARK BROWN AND GOLD

Large rich velvety brown, veined with gold flowers. The plant is surprisingly symmetrical and the dwarfest of the group, being only 25 inches high.

Price per oz. \$1.80; per lb. \$20.00

Larkspur Empress Imperial Apple Blossom

LARKSPUR EMPRESS IMPERIAL "APPLE BLOSSOM"

A fine variety that was much admired in our Trial Ground while under cultivation.

A nice shade of bluish-white or Apple Blossom, coming in large double florets on long flowered spikes.

This new semi-dwarf selection has the branching from base habit and grows to a height of about 36 inches, making it ideal for both Florist and bedding work.

Price per oz. \$1.00;
per lb. \$12.00.

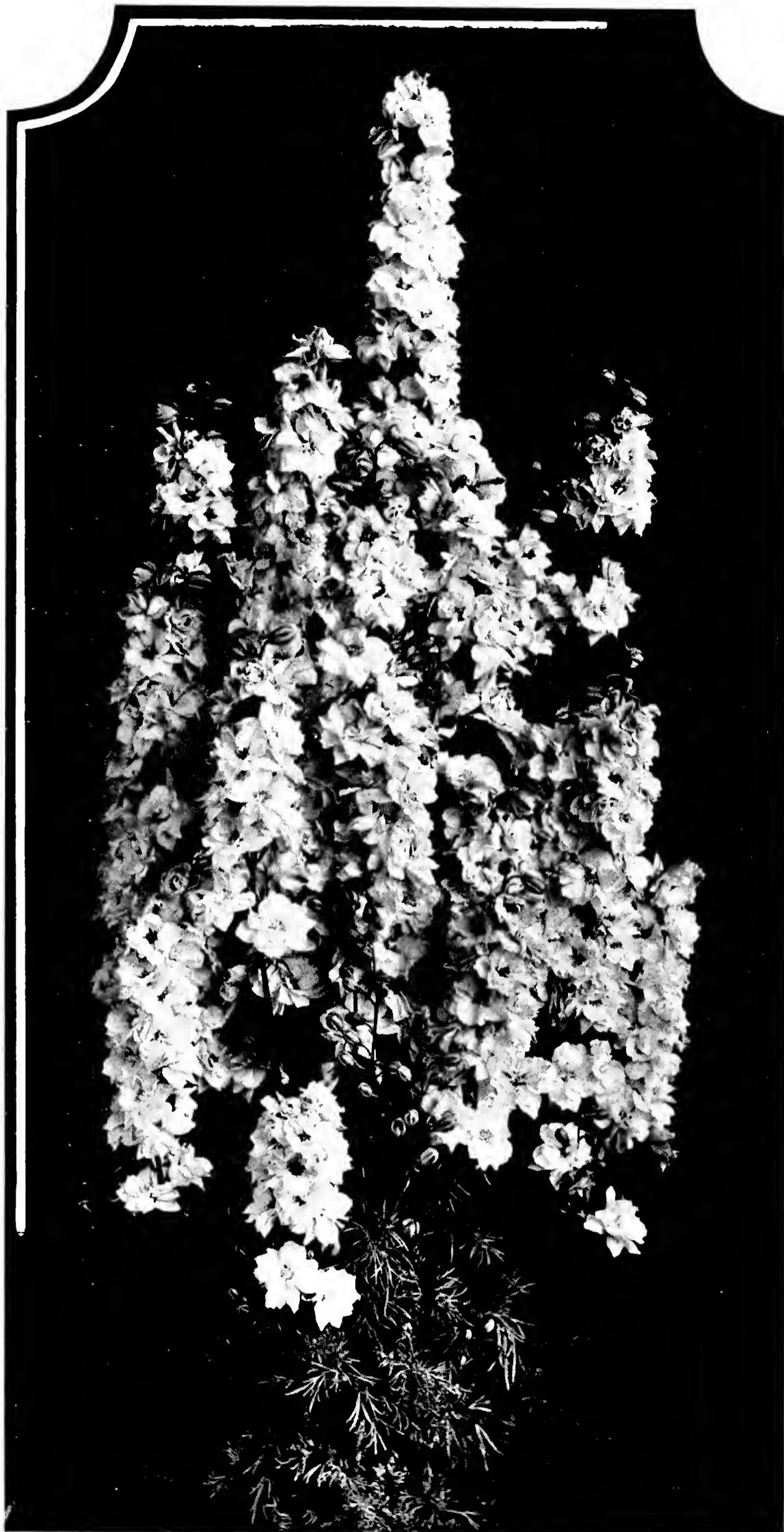
LARKSPUR GIANT IMPERIAL "BLUE COCKADE"

A beautiful new shade of rich lilac blue for the Giant Imperial group.

Blue Cockade has a very closely compact habit as well as being of the base branching type. The individual flowers are closely spaced on long strong spikes, and each floret is fully double.

Plants grow to a height of about 45 inches and are suited for Florist work, and the home garden.

Price per oz. \$1.00;
per lb. \$12.00.



Late Flowering Sweet Peas

CHEERI-O!

A Mammoth flowering deep begonia rose suffused with gold, the wings showing a bit more gold. A new color.

This variety is a vigorous grower and quite free flowering. It throws blooms that are exceptionally large and of a perfect Spencer form.

It is particularly suitable for Florist work and shows off to perfection in the evening. Certificate of Merit S. N. S. P. S. 1935.

Price per oz. \$.65; per lb. \$7.50

EVENTIDE

A new color introduction for the Summer Flowering Sweet Peas. Ridgway's classification of this Novelty is an Eosine pink to rose Doree with a gold shading. Both standard and wings hold to this delightful new color.

We believe this variety to be one of our foremost introductions and that it exemplifies the progress made in the culture of Sweet Peas.

Price per oz. \$.65; per lb. \$7.50

ENSIGN

Like an Ensign, it carries our colors to the crest. A remarkably different Sweet Pea in Ensign, and of a color that will be in great demand.

Ensign shades from a beautiful Cornflower blue to a light bluish violet—the wings holding to the Cornflower blue. It proved quite popular in our Trial Ground and excited keen interest while on display.

Price per oz. \$.65; per lb. \$7.50

MIRTH

A beautiful rose, brightening to a Tyrian rose—making a live flaming rose of great beauty on a white ground. The light ground of this creation makes it shimmer and shine under artificial light. Long strong stems and wide spreading standard enhance its beauty as a cut flower.

Price per oz. \$.90; per lb. \$10.00



The William Macdonald Seed Company

Marigold Golden Eagle

The Gold Medal for Most Outstanding Novelty for 1937



Marigold African

CARNATION FLOWERED GOLDEN EAGLE

(See Opposite Page)

Closely related to the popular variety Guinea Gold, Golden Eagle has the same habit, height and form of flower; but the color is a delightful shade of luminous gold, pleasing and distinctive. The plants come 100% double and the usual Marigold odor is practically lacking, and it is early flowering.

Golden Eagle as a cut flower is superb and will become more popular than Guinea Gold, not only with the florist but also in the home garden. It is the most graceful of all the Marigolds, and has long life as a cut flower.

Price per oz. \$1.80; per lb. \$20.00



CARNATION FLOWERED LEMON GEM

Another companion to Guinea Gold; type, height and habit are exactly the same. The color is rich lemon yellow, a few shades deeper than Marigold Yellow Supreme.

Marigold Lemon Gem completely rounds out the Guinea type class and makes a wonderful long lasting cut flower.

Price per oz. \$1.80; per lb. \$20.00.

(See front cover) Electro 2.20.



CHRYSANTHEMUM FLOWERED CALIFORNIA GIANTS MIXED

(See Next Page)

This is an enormous flowering type, height 4 to 5 feet. The color ranges from a lemon to a bright orange with many shadings in between, the flowers are all 4 to 6 inches across. Most of the blossoms have flat broad petals, but some come quilled like the dwarf Mexican type.

Where size is in demand, we confidently recommend the California Giants.

Price per oz. \$1.00; per lb. \$12.00

The William Macdonald Seed Company

Marigold Chrysanthemum

FLOWERED MIXED

(See Page Seven)



Electro 3.30

Godetia Dwarf Single Mayflower

A superb shade of rich rosy pink (described by Ridgway as a spinel pink), this beautiful little novelty forms a perfect half-globe of delicately moulded flowers. A plant is about 12 inches high, and is 18 inches in diameter and very neatly compact.

Price per oz. 90c; per lb. \$10.00



Electro 3.80

The William Macdonald Seed Company

Verbena Compacta Erecta

PINK AND ROSE BOUQUET

(See Opposite Page)



V e r b e n a

HYBRIDA COMPACTA ERECTA ROSE BOUQUET

New Color

An erect, of a dull rose color. Plants are about 15 inches tall and are all of the Royal Bouquet habit. A single floret measures $\frac{3}{4}$ of an inch, and a flowering truss is three inches across.

Price per oz. \$2.25; per lb. \$25.00



HYBRIDA COMPACTA ERECTA WHITE BOUQUET

A pure solid white with the Royal Bouquet habit. Florets measure almost an inch and a truss is over 3 inches in diameter. Plants are 15 to 18 inches tall.

Price per oz. \$2.25; per lb. \$25.00



HYBRIDA COMPACTA ERECTA PINK AND ROSE BOUQUET

(See Page Ten)

Beautiful shades of pink and rose . . . rose pink with a white eye and rose selfs. In a group that is ideal for the florist, this selection will soon be one of the most popular. The symmetrical habit and large flowering trusses make it a selection hard to equal.

Price per oz. \$1.80; per lb. \$20.00



HYBRIDA GRANDIFLORA CREAM WHITE

A mammoth flowered rich creamy-white. The trusses are 3 inches deep and $3\frac{1}{2}$ to 4 inches in diameter. Individual florets measure about $1\frac{1}{2}$ inches across. Trailing habit.

Price per oz. \$1.80; per lb. \$20.00

Nasturtium Dwarf Double Scarlet Emperor

Scarlet Emperor is the double form of Empress of India with glistening dark leaves. Scarlet Emperor has full double flowers of a very rich deep scarlet color, a few shades deeper than Scarlet Gleam with dark green foliage. The contrast is stunning; and the flowers are of course sweetly scented.

Price per lb. \$20.00



Stock Giants of California

DISTINCTIVELY NEW

This magnificent group comes very early having the branching habit of the Bismark, with mammoth flowers on longer stems; on this account it is a great improvement over all forcing stocks. We can with confidence recommend it to the Florist grower, as its branching habit lends itself admirably for bedding work and it comes with a high percentage of double plants.

It is a double purpose stock. When planted close they make one long spike of mammoth florets closely packed around the stem. When given plenty of room they will make a beautiful plant of the branching habit, the florets are still mammoth and the plant will reach a height of 36 inches with branches 24 inches long.

Blood Red, "The Red Woods"

Blue, "Pacific"

Chamois, "Santa Barbara"

Lavender, "Tahoe"

Pink, "Monterey"

Rose, "Yosemite"

White, "Santa Maria"

Yellow, "Golden Gate"

Price per oz. \$1.80; per lb. \$22.50

Exquisite Mixed:

Price per oz. \$1.60; per lb. \$20.00

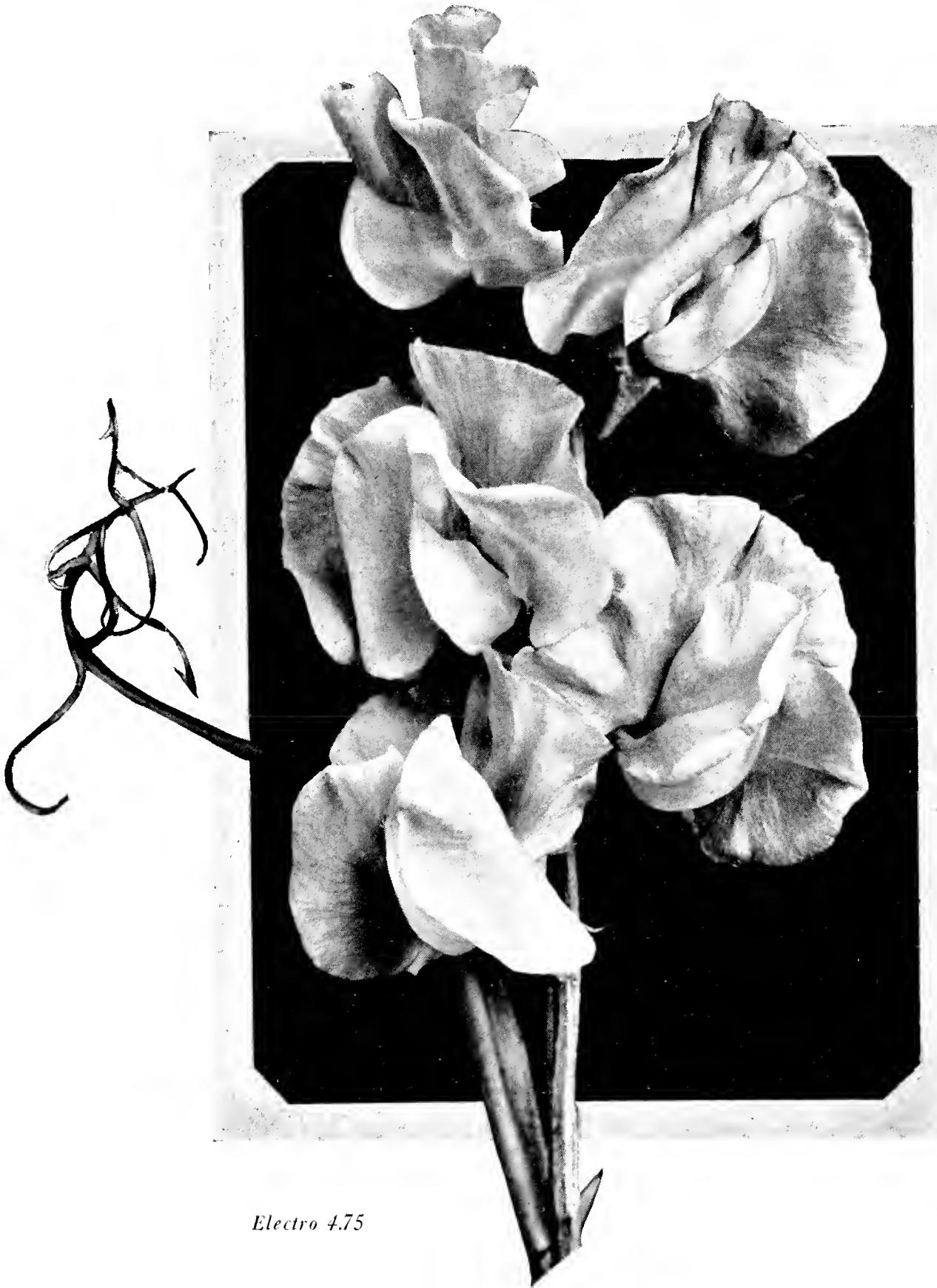


SANTA MARIA

A Number 1 Rating N. Y. F. C.

Electro 2.75

Early Flowering Sweet Peas



BLUE DANUBE

Blue Danube is a bit lighter than Mrs. Hoover and a shade deeper than Blue Bonnet. This magnificent mid-blue is best suited (like all other blues) for color work in the daytime, when it shows off to perfection.

Large, ruffled blooms of a clear lavender blue, on long straight stems in sprays of four; an enchanting sight and one not easily forgotten.

Price per $\frac{1}{4}$ lb. \$2.50;
per lb. \$10.00.

COLLEEN

Bright vivacious youth is portrayed in this very novel outstanding new sweet pea. Lanky, lithe stems, with sprays of four sweetly fragrant, brilliant rose suffused with gold blooms that are sure to stir the hearts of all admirers.

Turning to a rich golden rose under artificial light, Colleen thrives and flashes brightly — standard and wings are both of a wonderful even color that tones down to a white at the base.

Price per $\frac{1}{4}$ lb. \$2.50
per lb. \$10.00.

SUNPROOF ORANGE

At last we have an orange immune to the bright California sun. From the time the first bud bursts forth, until the aged flower withers and reveals the seed pod, a solid bright beautiful color holds stedfast on standard, wings and keel, unblemished by the strong sun's rays.

Price per $\frac{1}{4}$ lb. \$3.75; per lb. \$15.00

Exclusive Flower Seed Growers

Top Hat



Electro 5.50

A distinctly new color in sweet peas. Mammoth flowers of a deep velvety violet, coming with a large waved standard and widely spread wings.

Top Hat is a very vigorous grower and produces stems that are surprisingly long. We would recommend this variety particularly for garden cultivation.

Price per $\frac{1}{4}$ lb. \$3.75; per lb. \$15.00

1935 -- *Creations* -- 1936

EARLY FLOWERING SWEET PEA

Bridesmaid, Colossal Rose, Mother Machree, Sequoia

LATE FLOWERING SWEET PEA

Begonia Rose, Flora, La France, Romance

ASTER

Ball Early Phlox Pink, Ball Deep Rose, El Monte

COSMOS Sensation

CALLIOPSIS Gold Crest

COREOPSIS Double New Gold

DELPHINIUM

Belladonna Improved, Bellamosum Improved

GODETIA Delicata

GYPSOPHILA Pacifica

LARKSPUR

Cattleya, Dazzler, Lilac Queen, Rosamond, Sweet Lavender

MARIGOLD

Tall African Golden Emblem, Tall African Yellow Supreme, Dwarf French Harmony,
Dwarf Mexican Orange

NASTURTIUM DOUBLE SWEET SCENTED

Moon Gleam, Sun Gleam, Salmon Gleam, Golden Globe, Dwarf Double Gem
and Giant Mixed

PETUNIA

Celestial Rose, Periwinkle, Tyrian Rose, Luminosa, Damask Rose, Cornflower Blue
Netted Blue Gem

POPPY SHIRLEY Cavalcade, POPPY ICELAND Sandfords Giants

SCABIOSA Grandiflora

Blue Cockade, Cattleya